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The diagram illustrates a system architecture with the following components and connections:

- Client (12)**: A central box at the bottom representing the user's device.
- Server 1 (17)**: A box labeled "Server 1" with "Local client ID1" and "Local client profile".
- Server 2 (15)**: A box labeled "Server 2" with "Local client ID2" and "Local client profile".
- Server 3 (14)**: A box labeled "Server 3".
- Enterprise Server (19)**: A box labeled "Enterprise Server" with "Global client ID" and "Global client profile".
- Advertiser (18)**: A box at the top right representing the entity providing ads.

Connections and Data Flow:

- The **Client (12)** connects to **Server 1 (17)**, **Server 2 (15)**, and **Server 3 (14)** via the URL `www.server1.com`, `www.server2.com`, and `www.server3.com` respectively.
- Server 1 (17)** connects to the **Enterprise Server (19)** via the URL `www.enterprise_server.com`, sending `Page access data`.
- Server 2 (15)** connects to the **Enterprise Server (19)** via the URL `www.enterprise_server.com`, sending `Local client ID2A` and `Page access data2`.
- The **Enterprise Server (19)** connects to the **Advertiser (18)**.
- There are also direct connections from **Server 1 (17)** and **Server 2 (15)** to the **Advertiser (18)**.

A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.